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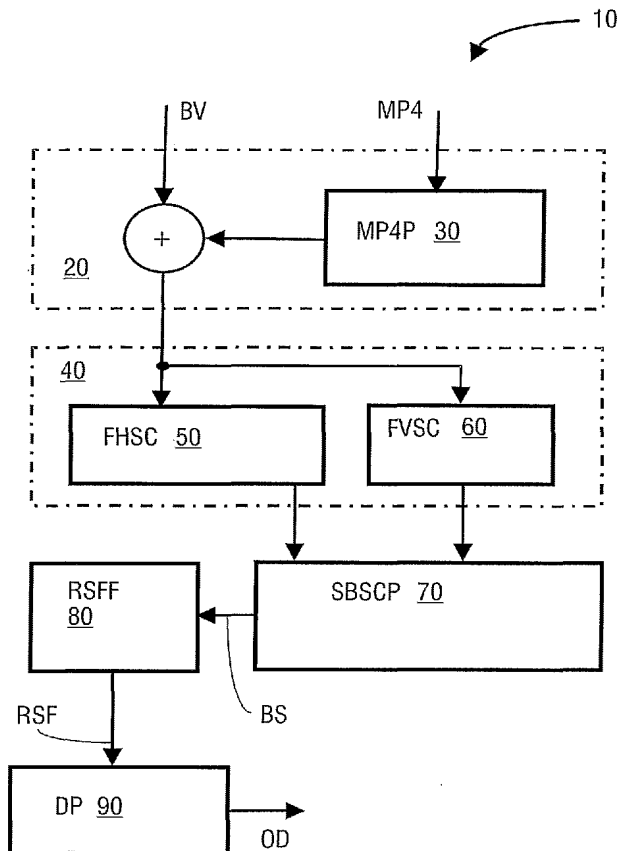
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(54) Title: METHOD OF SCALE FACTOR RETRIEVAL



(57) Abstract: There is provided a method of scale factor retrieval in a system (10) for processing image or video programme content. The method includes steps of: (a) receiving the programme content including watermark information embedded therein; (b) subjecting the programme content to spatial correlation processes to determine a plurality of correlation peaks for one or more image or video frame axes and deriving therefrom a plurality of scale factor candidates; and (c) analysing one or more combinations of scale factor candidates to determine a combination at which at least one of correlation is improved and watermark retrieval accuracy is enhanced and thereby determining a best group of scale factor candidates. The method is capable of providing for enhanced scale factor determination and hence improved watermark retrieval.

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